

BUSINESS IN AFRICA



Africa: Rising Prospects

“New Business and Education Opportunities”



Utah Governor's Office of
Economic Development



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Africa: Rising Prospects *“New Business and Education Opportunities”*

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Governor's Office of Economic Development



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- **Africa** is the world's second-largest and second-most populous continent, after Asia
- **Africa** covers 6.0% of the Earth's total surface and 20.4% of the total land area



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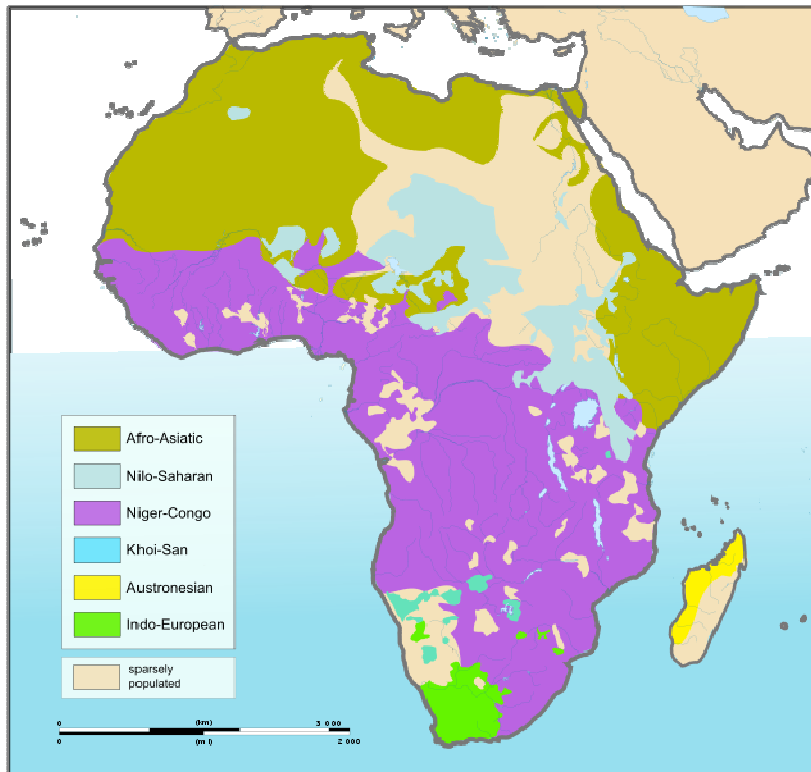
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Africa is home to over 50 different countries



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- Approximately two thousand languages are spoken in Africa
- Four major language families are indigenous to Africa

- Afro-Asiatic
- Nilo-Saharan
- Niger-Congo
- Khoisan



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General Information

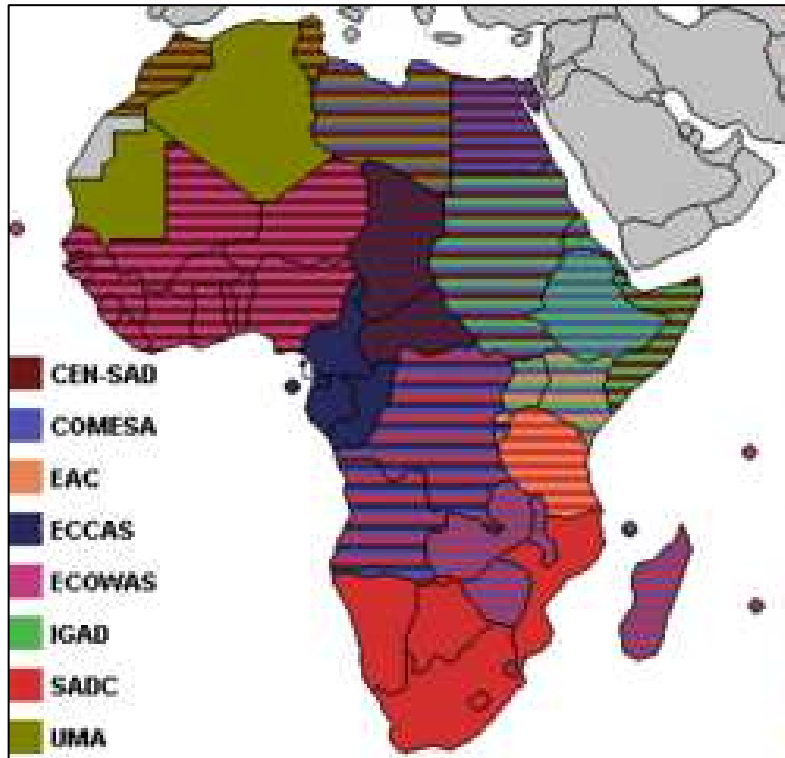
Population	799 million
Population Growth	2.50%
GDP	\$847.5 billion
GDP per Capita	\$1,060
Unemployment	10%
Inflation Rate	6.1%



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The African Union



- The African Union (AU) consists of 53 African states
- The AU is divided into several regional trade and political blocs



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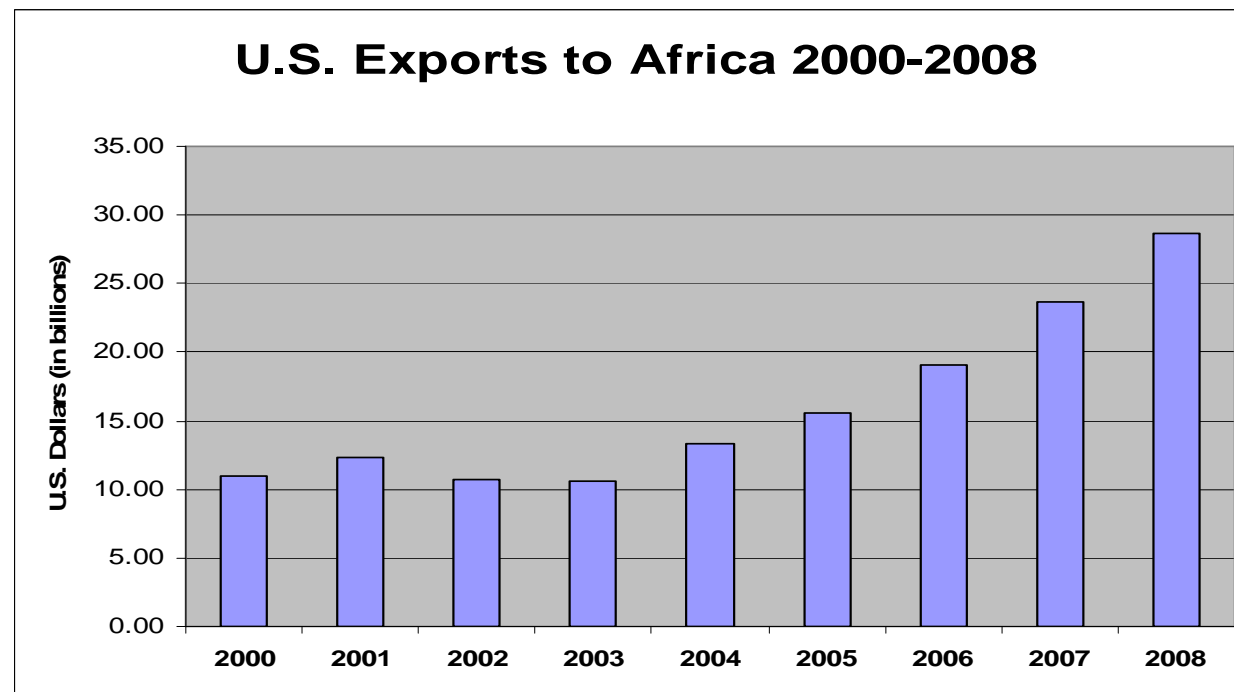
U.S.-Africa Business Relations



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Basic Economic Statistics



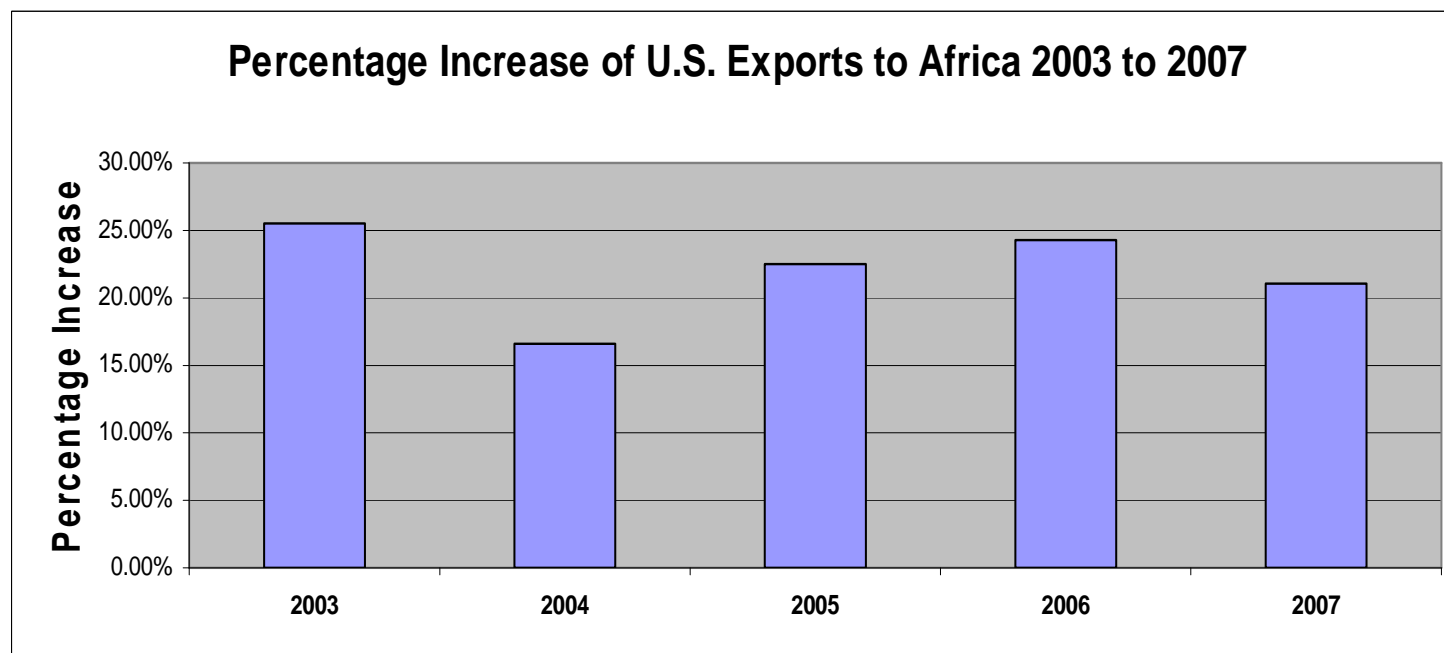
**From 2000-2008, U.S. exports increased
\$17.6 billion**



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U.S. Exports to Africa



From 2003-2008, US exports increased by 170%



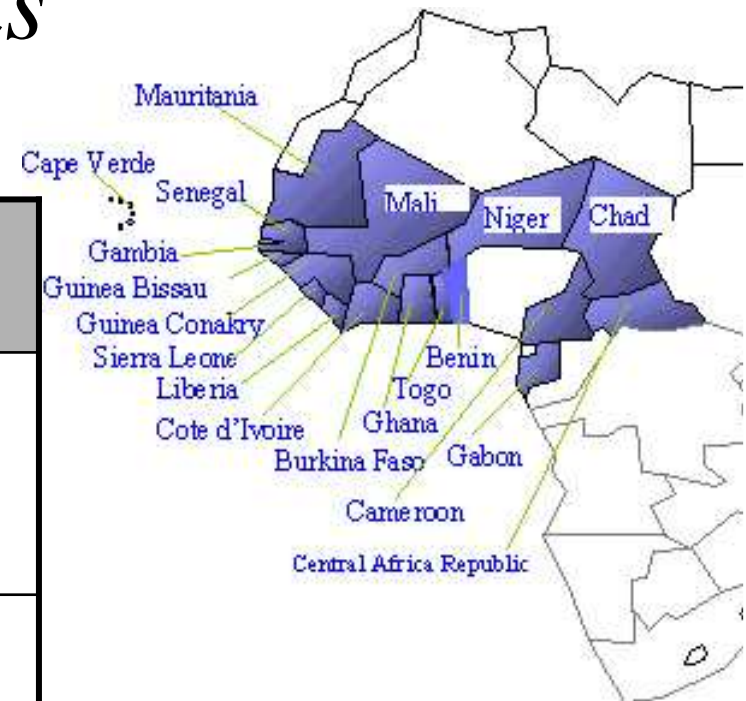
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Africa's Economic Regions

In general, the Central and West African market can be divided into several tiers of opportunity:

Ease of entering market	Countries	Market Description
●	<i>Cote d'Ivoire</i> <i>Ghana</i> <i>Senegal</i> <i>Gambia</i>	generally regarded as good markets with political stability and relatively <u>easy entry</u>
●	<i>Nigeria</i> <i>Cameroon</i>	good markets that may pose <u>more of a challenge</u>
●	<i>Togo</i> <i>Benin</i> <i>Gabon</i> <i>Guinea</i>	good markets, generally open to U.S. products, entry into market may <u>require extra effort</u>



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Best Prospects

The central and West Africa sectors that hold the most promise for U.S. exporters are:

- oil and gas extraction and refining equipment industries
- mining
- agro-industrial machinery and chemical
- food processing equipment and technology
- telecommunications
- generic pharmaceutical products
- reconditioned industrial equipment
- cosmetics
- used clothing



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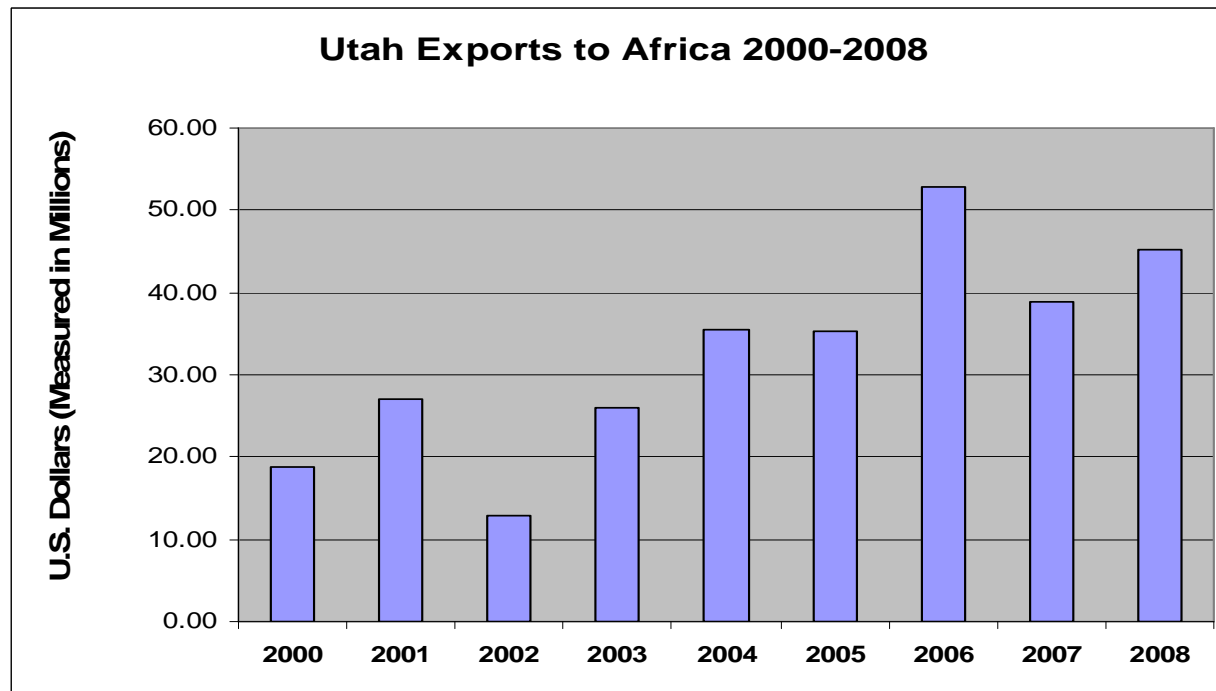
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Utah Exports to Africa



From 2000-2008, UT exports increased 140%



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Utah Exports to Africa

Rank	Description	ANNUAL 2006	ANNUAL 2007	ANNUAL 2008
	TOTAL ALL COMMODITIES	52,741,313	38,811,898	45,265,561
1	Industrial Machinery, Including Computers	13,231,709	10,194,148	11,075,656
2	Vehicles, Except Railway Or Tramway, And Parts Etc	2,601,919	2,557,433	4,118,238
3	Dairy Prods; Birds Eggs; Honey; Ed Animal Pr Nesoi	0	0	3,766,426
4	Electric Machinery Etc; Sound Equip; Tv Equip; Pts	3,460,607	3,486,197	3,587,234
5	Optic, Photo Etc, Medic Or Surgical Instrments Etc	3,079,333	2,417,555	3,529,931
6	Miscellaneous Edible Preparations	1,100,268	455,609	2,081,436
7	Articles Of Iron Or Steel	346,535	412,621	1,948,849
8	Tools, Cutlery Etc. Of Base Metal & Parts Thereof	1,722,762	1,144,521	1,870,179
9	Plastics And Articles Thereof	4,234,571	1,435,068	1,744,967
10	Aircraft, Spacecraft, And Parts Thereof	394,472	395,538	1,591,871

Top UT exports includes: IT, aircrafts, vehicles, dairy products, and electric machinery



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Questions?



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Presenters

Sabina Zunguze

President, Beautiful Options USA

“Success Stories on Doing Business with Africa”



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Presenters

Yeah Samake

President, Mali Rising Foundation

“Business Opportunities in Sub-Saharan Africa”



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Presenters

Jean Kapenda

International Businessman

“How do I Succeed in Business With so Many
Different Cultures in Africa?”



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Presenters

Keith Martin

Vice President, Martin Doors, Inc

“Important Business Etiquette that Helped me
Succeed in Northern and Southern Africa”



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Utah/Africa Success Projects

DeeVon Bailey

Vice President, Research, Utah State University

Michael Yei

Executive Director, Ouelessebougou-Utah Alliance



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Success Stories and Panel/Roundtable Discussion

Jana Capps

President, A Hope for Africa Project

Cathy Thsilombo

Vice President, Africa Kitiko



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Questions/Comments

